



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

American Rambler Productions  
138 Conant Street  
Beverly, MA 01915

Contract # 339489

Schedule Dates

11/01/12-11/06/12

Advertiser

POL/M Romney/R/PRE/US (15840)

Agency

American Rambler Productions (5998)

Product

Political - Federal Candidate (1067)

Brand

POL/M ROMNEY/R/PRE/US (126115)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

KINCAID,STEPHANIE

Phone/Fax

/

CPE

391

Account Types

National/Political

Billing Type

Standard

Comments

ROMNEY 10/31  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 10/31/12  
Last Modified 11/02/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06400851  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$27,071.25  
Net Total \$153,403.75  
Sales Tax

Pittsburgh (WPXI)

By Broadcast Month  
Nov. 2012 92 \$180,475.00  
Grand Total: 92 \$180,475.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	5:59A- Channel 11 News 6am	1	1							2	\$1,650.00	\$3,300.00	Pittsburgh (WPXI)	NEWS 6-7A/1	10/31/12
2.0	Normal Line / Spot	11/01/12-11/02/12	2	:30	5:59A- Channel 11 News 6am					1	1			2	\$1,650.00	\$3,300.00	Pittsburgh (WPXI)	NEWS 6-7A/2	10/31/12
3.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	7A- 8A (EST)	1	1							2	\$1,275.00	\$2,550.00	Pittsburgh (WPXI)	TODAY 7-8A/3	10/31/12
4.0	Normal Line / Spot	11/01/12-11/02/12	2	:30	7A- 8A (EST)					1	1			2	\$1,275.00	\$2,550.00	Pittsburgh (WPXI)	TODAY 7-8A/4	10/31/12
5.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	9A- Today Show 9a	1	1							2	\$825.00	\$1,650.00	Pittsburgh (WPXI)	TODAY 9-10P/5	10/31/12
6.0	Normal Line / Spot	11/01/12-11/02/12	2	:30	9A- Today Show 9a					1	1			2	\$825.00	\$1,650.00	Pittsburgh (WPXI)	TODAY 9-10A/6	10/31/12
7.0	Normal Line / Spot	11/01/12-11/02/12	2	:30	10A- Ellen					X	X			3	\$675.00	\$2,025.00	Pittsburgh (WPXI)	ELLEN/7	10/31/12
8.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	10A- Ellen	1	1							2	\$675.00	\$1,350.00	Pittsburgh (WPXI)	ELLEN/8	10/31/12
9.0	Revised Line / Spot	11/05/12-11/06/12	2	:30	11:59A- Channel 11 News At Noon	1	1										Pittsburgh (WPXI)	NOON NEWS/9	10/31/12
9.1	Normal Line / Spot	11/05/12-11/06/12	3	:30	11:59A- Channel 11 News At Noon	1	1							2	\$575.00	\$1,150.00	Pittsburgh (WPXI)	NOON NEWS/9	11/2/12
10.0	Normal Line / Spot	11/01/12-11/02/12	2	:30	11:59A- Channel 11 News At Noon					2	2			4	\$575.00	\$2,300.00	Pittsburgh (WPXI)	NOON NEWS/10	10/31/12

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Sales Office Telerep/Washington DC  
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Phone/Fax /  
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11.0	Normal Line / Spot	11/01/12-11/02/12	2	:30	12:30p- The Doctors 1230-130p					1	1			2	\$575.00	\$1,150.00	Pittsburgh (WPXI)	DOCTORS/11	10/31/12
12.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	12:30p- The Doctors 1230-130p		2	2						4	\$575.00	\$2,300.00	Pittsburgh (WPXI)	THE DOCTORS/12	10/31/12
13.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	1:30p- Today Show 130p		1	1						2	\$575.00	\$1,150.00	Pittsburgh (WPXI)	TODAY 130p-230p/13	10/31/12
14.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	2:30p- Who Wants To Be A Millionaire		1	1						2	\$575.00	\$1,150.00	Pittsburgh (WPXI)	MILLIONAIRE/14	10/31/12
15.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	2:58p- Days Of Our Lives		1	1						2	\$1,050.00	\$2,100.00	Pittsburgh (WPXI)	DAYS/15	10/31/12
16.0	Normal Line / Spot	11/01/12-11/02/12	2	:30	4p- Judge Judy 4p					1	1			2	\$825.00	\$1,650.00	Pittsburgh (WPXI)	JUDY 4-430p/16	10/31/12
17.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	4p- Judge Judy 4p		1	1						2	\$825.00	\$1,650.00	Pittsburgh (WPXI)	JUDY 4-430p/17	10/31/12
18.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	4:29p- Judge Judy 430p		1	1						2	\$1,050.00	\$2,100.00	Pittsburgh (WPXI)	JUDY 430-5p/18	10/31/12
19.0	Normal Line / Spot	11/01/12-11/02/12	2	:30	4:29p- Judge Judy 430p					1	1			2	\$1,050.00	\$2,100.00	Pittsburgh (WPXI)	JUDY 430-5p/19	10/31/12
20.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	4:58p- CHANNEL 11 NEWS-FIRST AT FIVE		2							2	\$1,650.00	\$3,300.00	Pittsburgh (WPXI)	NEWS 5-6p/20	10/31/12
21.0	Normal Line / Spot	11/01/12-11/02/12	2	:30	4:58p- CHANNEL 11 NEWS-FIRST AT FIVE					2	2			4	\$1,650.00	\$6,600.00	Pittsburgh (WPXI)	NEWS 5-6p/21	10/31/12

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22.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	5:58P- Channel 11 News At 6pm M-F	1	1							1	\$1,850.00	\$1,850.00	Pittsburgh (WPXI)	NEWS 6-630P/22	10/31/12
23.0	Normal Line / Spot	11/01/12-11/02/12	2	:30	5:58P- Channel 11 News At 6pm M-F				1	1				2	\$1,850.00	\$3,700.00	Pittsburgh (WPXI)	NEWS 6-630P/23	10/31/12
24.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	6:59P- Jeopardy	1	1							1	\$3,350.00	\$3,350.00	Pittsburgh (WPXI)	JEOP 7-730P/24	10/31/12
25.0	Normal Line / Spot	11/01/12-11/02/12	2	:30	6:59P- Jeopardy				1	1				2	\$3,350.00	\$6,700.00	Pittsburgh (WPXI)	JEOP 7-730P/25	10/31/12
26.0	Normal Line / Spot	11/01/12-11/02/12	2	:30	7:30P- WHEEL OF FORTUNE				1	1				2	\$3,350.00	\$6,700.00	Pittsburgh (WPXI)	WHEEL 730P/26	10/31/12
27.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	7:30P- WHEEL OF FORTUNE	1	1							1	\$3,350.00	\$3,350.00	Pittsburgh (WPXI)	WHEEL/27	10/31/12
28.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	10:59P- CHANNEL 11 NEWS AT 11P	1	1							1	\$4,000.00	\$4,000.00	Pittsburgh (WPXI)	LATE NEWS/28	10/31/12
29.0	Normal Line / Spot	11/01/12-11/02/12	2	:30	10:59P- CHANNEL 11 NEWS AT 11P				1	1				2	\$4,000.00	\$8,000.00	Pittsburgh (WPXI)	LATE NEWS/29	10/31/12
30.0	Revised Line / Spot	11/03/12-11/03/12	2	:30	6A- 8A (EST)							1	4				Pittsburgh (WPXI)	SAT NEWS 6-8A/30	10/31/12
30.1	Normal Line / Spot	11/03/12-11/03/12	5	:30	6A- 8A (EST)								4		\$250.00	\$1,000.00	Pittsburgh (WPXI)	SAT NEWS 6-8A/30	11/1/12
31.0	Revised Line / Spot	11/03/12-11/03/12	2	:30	8A- 10:30A (EST)								3				Pittsburgh (WPXI)	SAT NEWS 8-1030A/31	10/31/12
31.1	Normal Line / Spot	11/03/12-11/03/12	5	:30	8A- 10:30A (EST)								3		\$250.00	\$750.00	Pittsburgh (WPXI)	SAT NEWS 8-1030A/31	11/1/12

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Billing Type

Comments

391

National/Political

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ROMNEY 10/31

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By Broadcast Month

Spots

Rate

Nov. 2012

Grand Total:

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\$180,475.00

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40.0	Normal Line / Prime	11/05/12-11/05/12	3	:30	8P- The Voice 8-10P	1	1							1	\$7,875.00	\$7,875.00	Pittsburgh (WPXI)	VOICE 8-10P/	10/31/12
41.0	Normal Line / Spot	11/03/12-11/03/12	3	:30	2:30P- Pitt/Notre Dame Pre Game							2		2	\$2,250.00	\$4,500.00	Pittsburgh (WPXI)	NTR DAME PTT PRE GAME 230-330/	10/31/12
42.0	Normal Line / Sports- Local Pro	11/03/12-11/03/12	4	:30	3:30P- Notre Dame Football							3		3	\$7,500.00	\$22,500.00	Pittsburgh (WPXI)	PTT ND GAME 330-7P/	10/31/12
43.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	8P- 2012 Breeders Cup							1		1	\$1,200.00	\$1,200.00	Pittsburgh (WPXI)	BREEDERS CUP 8-9P/	10/31/12
44.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	4:28A- Channel 11 News 430A						1			1	\$275.00	\$275.00	Pittsburgh (WPXI)	430A NEWS/	10/31/12
45.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	4:58A- Channel 11 News 5am						1			1	\$825.00	\$825.00	Pittsburgh (WPXI)	NEWS 5-530A/	10/31/12
46.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	4:58A- Channel 11 News 5am	1	1							1	\$825.00	\$825.00	Pittsburgh (WPXI)	NEWS 5-530A/	10/31/12
47.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	5:29A- Channel 11 News 530am						1			1	\$1,125.00	\$1,125.00	Pittsburgh (WPXI)	NEWS 530-6A/	10/31/12
48.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	5:29A- Channel 11 News 530am	1	1							1	\$1,125.00	\$1,125.00	Pittsburgh (WPXI)	NEWS 530-6A/	10/31/12
49.0	Normal Line / Prime	11/02/12-11/02/12	3	:30	10P- Dateline 10-11P							1			\$3,000.00		Pittsburgh (WPXI)	DATeline 10-11P/	10/31/12
49.0.1	Closed Preempt	11/02/12															Pittsburgh (WPXI)	Program Change/Exception	

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50.0	M/G For 49.0.1 / Prime	11/02/12-11/02/12	3	:30	10P- Revolution 10-11P						1			1	\$3,000.00	\$3,000.00	Pittsburgh (WPXI)	Revolution 10-11P/ mg	11/1/12

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Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.